NAVY CREDENTIALING PROGRAM
&
NAVY CREDENTIALING OPPORTUNITIES ON-LINE (COOL)

Functional Lead
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Center for Information Dominance

Purpose

To provide program overview of the Department of the Navy's Credentialing Program and Navy Credentialing Opportunities On-Line (COOL) website.

Provide Program Review

Background

Oct 04 - National Defense Authorization Act 2005
Directed joint DOD/DOL study of standards for the certification of members of the Armed Forces

Sep 05 - Joint DOD/DOL Study
Outlines 6-step process for developing credentialing program. Navy Credentialing processes follow DOD/DOL guidelines

Jan 06 - National Defense Authorization Act for 2006
Authorizes the expenditure of appropriated funds for service-members to pay for commercial credentials.

Feb 07 – USD Memorandum for the Secretaries
Authorizes use of appropriated funds for credentialing enlisted (Active/Reserves)

Mar 07 – ASN Memorandum
Follow-on memorandum as a result of USD authorization. Extends authority to Dept of Navy.

Sep 07 – OPNAVINST 1540.56
Signed 06 Sep 2007. Provides guidance and authority to commence funding of credentials.

July 09 – USD Memorandum for the Secretaries
Permanent authority for use of appropriated funds for credentialing Officers & enlisted (Active/Reserves)

Feb 10 – ASN Memorandum
Permanent authority for use of appropriated funds for credentialing Officers & enlisted (Active/Reserves)

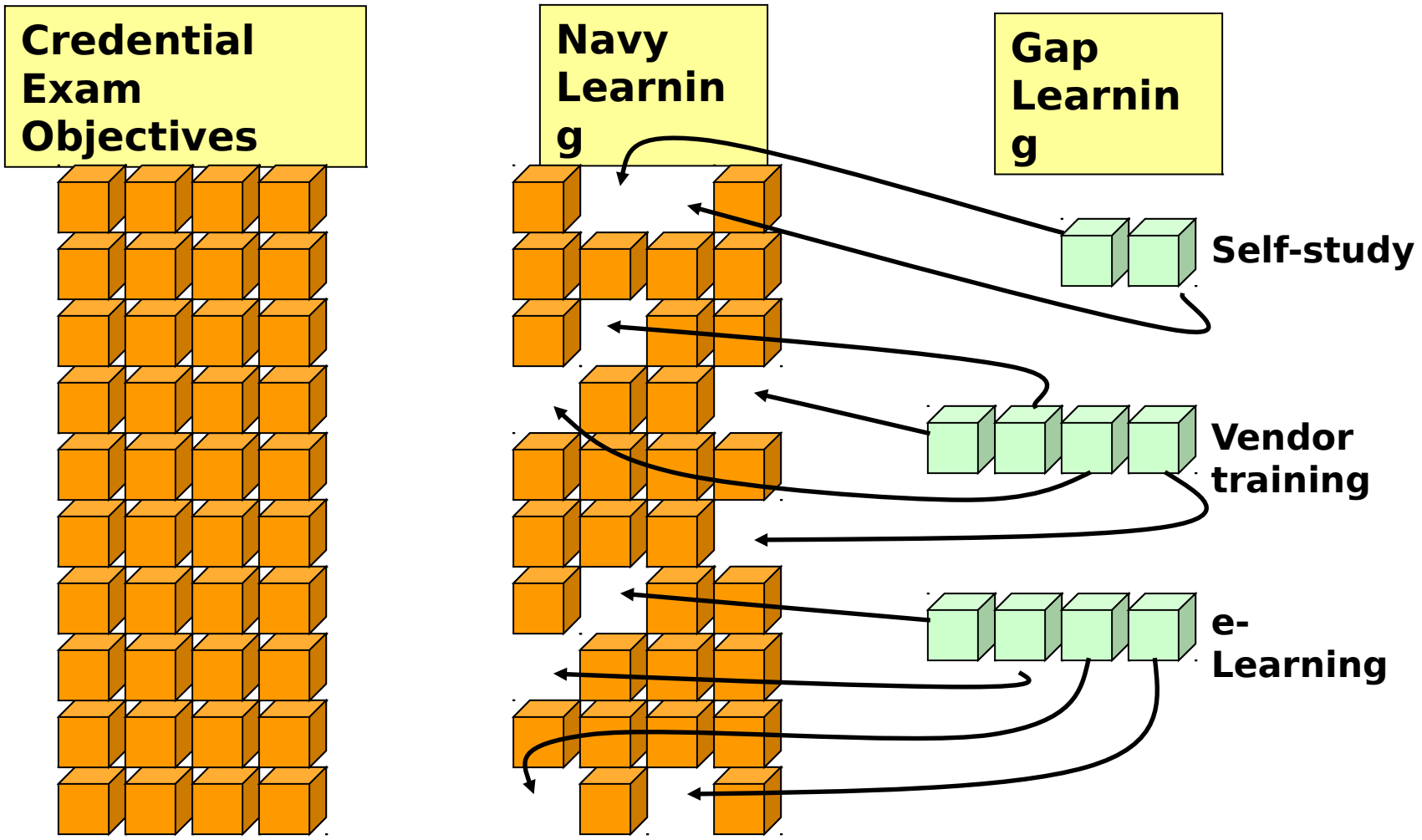
Jun 11– OPNAVINST 1540.56a
Updated 17 Jun 2011. Provides further guidance and authority for funding of voluntary credentials.

Nov11– NAVADMIN 332/11
Provides detailed guidance on time-in-service waivers for credentialing exam funding for ERB

Policy Highlights

- **OPNAVINST 1540.56a**
  - Program is discretionary. Payment of expenses and fees is not an entitlement. Program is not retroactive
  - Program is focused on the Enlisted Force, both Active and Reserve Components (less Individual Ready Reserve (IRR)).
  - Eligibility based on member working in job, rating, or occupation to which and approved credential has been mapped. Eligibility criteria of both Navy and vendor must be met.
  - Member is issued one government voucher per certification attempt. If member fails, subsequent certification tries are at the expense of the member.
  - Member must have one year remaining on the current enlistment (certain waivers may be authorized…see OPNAVINST 1540.56a para 4b.
  - Members are allowed refresh or recertification opportunities provided eligibility criteria is maintained
  - This authority does not apply to payment for academic degrees or fees for membership in professional societies or associations

Credential to Rate Training



COOL is For:

- **Sailors** who want to know what civilian credentials relate to their ratings and jobs and how to obtain the credentials.
- **Education, Career and Transition Counselors** providing guidance on education, professional growth, and career requirements and opportunities.
- **Navy Recruiters** who want to show potential recruits the opportunities for professional growth and civilian career preparation available through Navy service.
- **Employers and Credentialing Boards** interested in how military training and experience prepares Sailors for civilian credentials and jobs.

Responsibilities

- Members Commanding Officer has oversight of application process, eligibility, and member's certification status.
- Credentials Program Office oversees and manages the certification vouchers. Reimbursement is the exception and will be accomplished when the vendor does not accept government vouchers.
- Credentials Program Office is responsible for data collection and statistics.
- Command Leadership Team has responsibility to inform the Sailor of the opportunities available, but the Sailor has ultimate responsibility for own progress and achievement.

Program Highlights

<u>Workforce Professionalization</u> - ***Expand the professionalism*** of the Navy's Military Enlisted Force (Active, Reserve) through the **mapping of every Rating/Position to Government and private-sector standards**

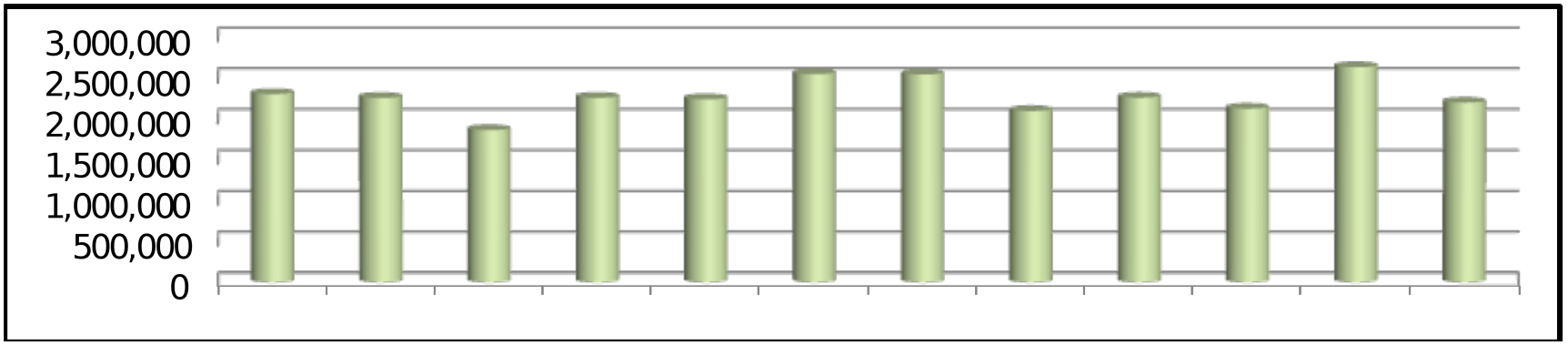
-- Will improve ***personal and professional readiness***

- Assistant Secretary of the Navy, Manpower and Reserve Affairs delegated authority to Chief of Naval Personnel to administer a program for payment of professional credential expenses for Navy military members, both active and reserve.
- The program provides for the payment of credentialing expenses associated with professional licensing, certifications, renewals, and mandatory administrative fees.
- Voucher management and distribution has been successfully operating for 5 years
- Navy COOL website has experienced
  - Over **112.3 million hits** since site launch June 2006 (averaging 2.0 Mil hits per month) with average time on website per visit is 23+ minutes

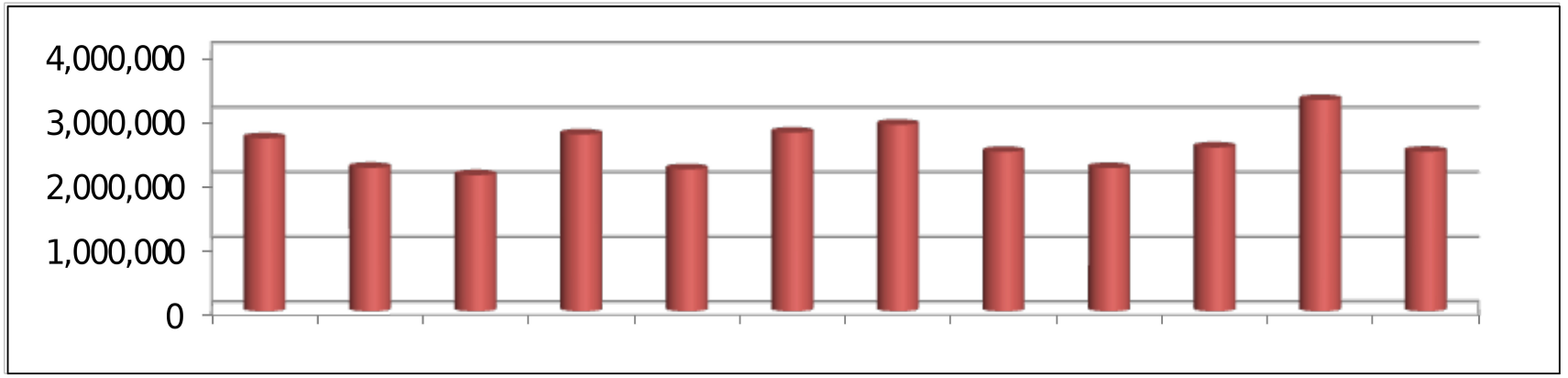
63,504 Information Assurance & Discretionary Exams Proce

COOL Website Hits

FY 10



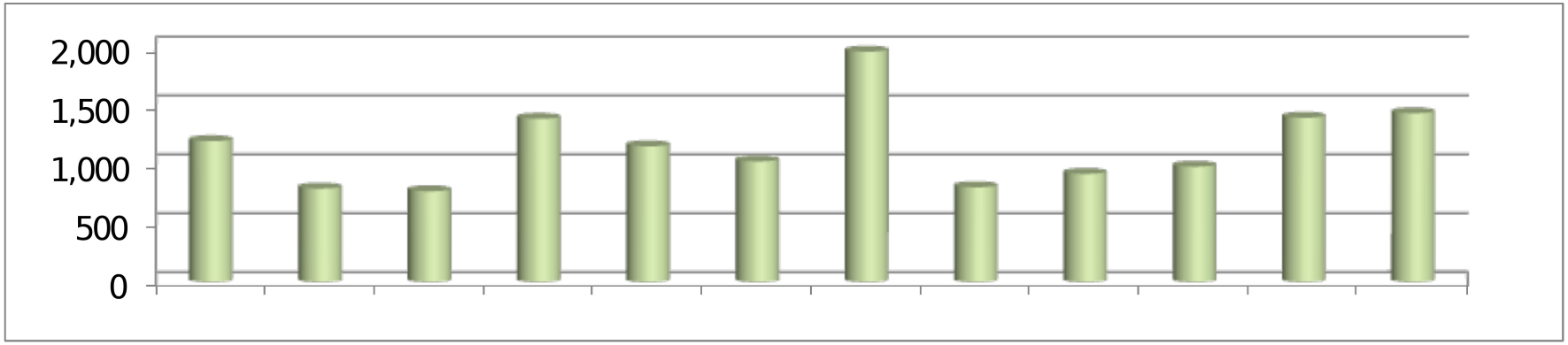
FY 11



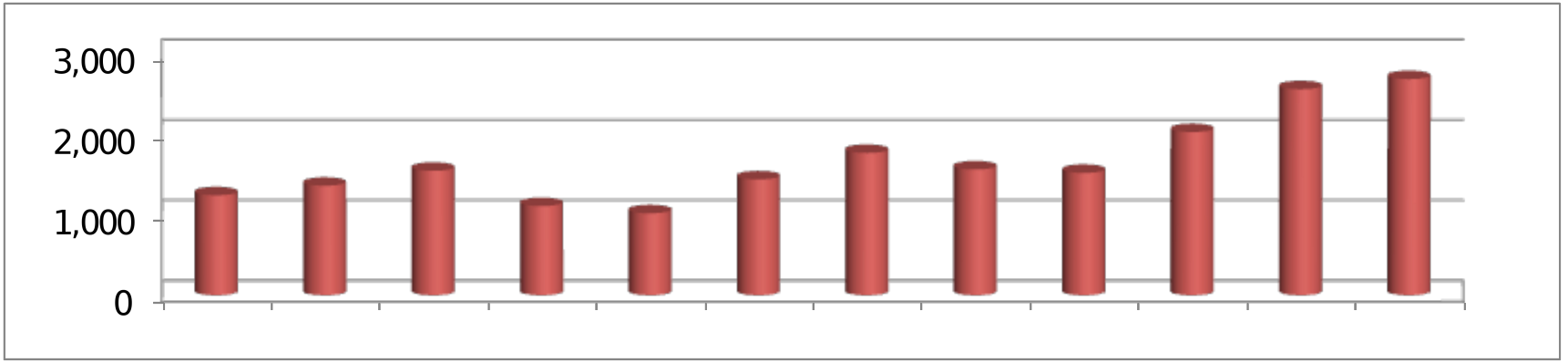
Sailors in all enlisted ratings have applied for voluntary certification exam funding: ABE, ABF, ABH, AC, AD, AE, AG, AM, AME, AO, AS, AT, AWF, AWO, AWR, AWS, AW, AZ, BM, BU, CE, CM, CMDCM, CS, CTI, CTM, CTN, CTR, CTT, DC, EA, EM, EM(SS)NUC, EN, EO, EOD, ET, ET(NAV), ET(NUC), ET(SS) COMM, ET(SS) SWS, ETR, FC, FT, GM, GSE, GSM, HM, HT, IC, IS, IT, ITS, LN, LS, MA, MC, MM, MM(ELT)(SS) NUC, MM(ELT)(SW) NUC, MM(NUC), MME, MMW, MN, MR, MT, MU, NCC, NCR, ND, OS, PR, PS, QM, RP, SB, SH, SO, STG, STS, SW, UT, YN

Number of Exams Requested

FY 10



FY 11



- Requests for Navy-Funded credentialing exams showing sustained interest
- Certifications exams have been in high demand by the Navy's Master-at-Arms (MA) , Information Systems Technician (IT), and Culinary Specialist (CS) ratings.

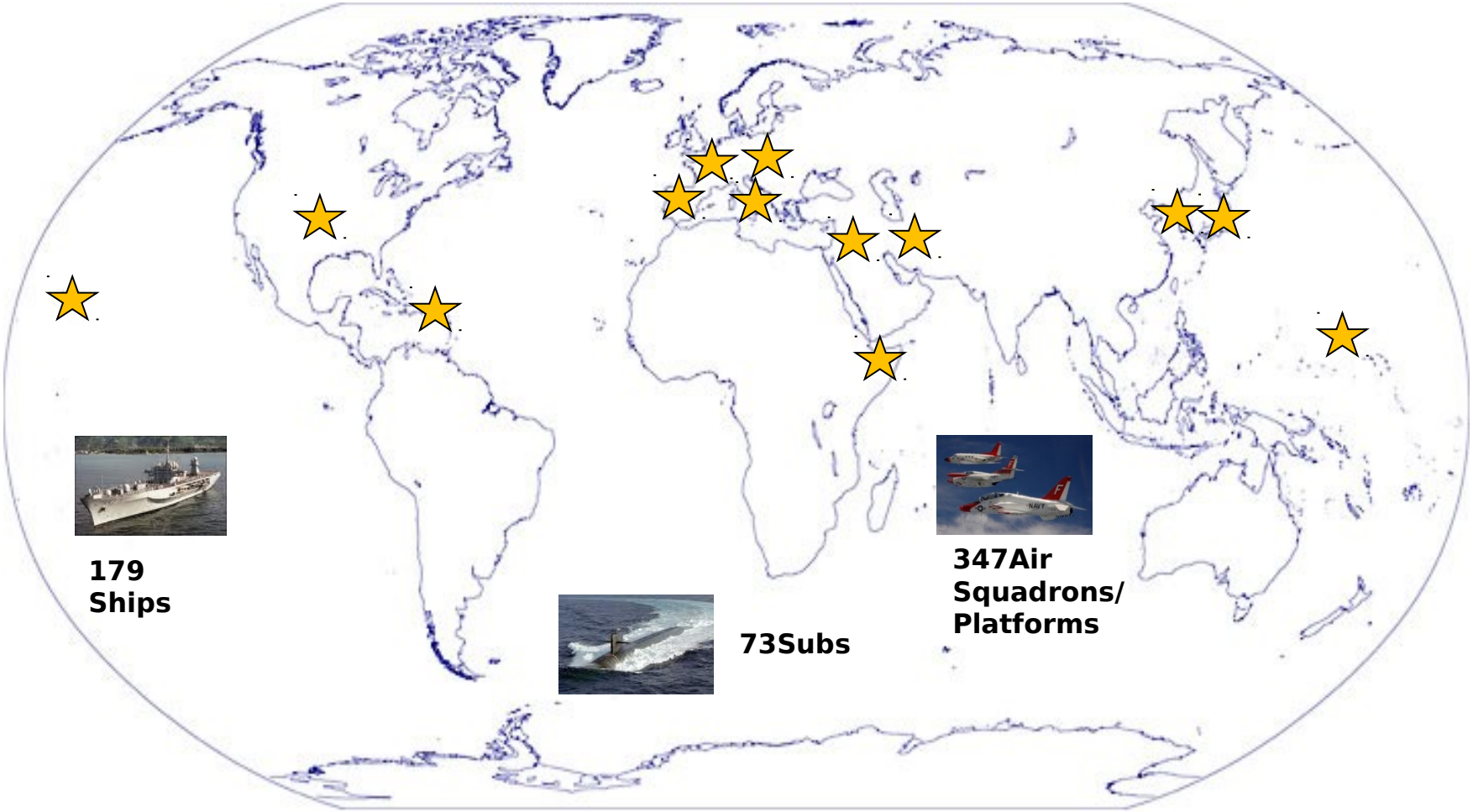
Exams Are Showing Sustaining Interest

COOL Metrics

- **<u>Funded certification exams are steadily increasing</u>:**
  - 8,145 certification exams have been funded (FY08) - 160 were for Navy Reservists
  - 16,090 certification exams have been funded (FY09) - 226 were for Navy Reservists
  - 13,818 certification exams have been funded (FY10) - 183 were for Navy Reservists
  - 19,762 certification exams have been funded (FY11) - 509 were for Navy Reservists
- **<u>Navy's Credentialing Pass-Rate</u>:** [National average pass-rate is roughly 70—85%]
  - 95.0% pass rate FY08
  - 95.8% pass rate FY09
  - 96.3% pass rate FY10
  - 95.5% pass rate FY11
- The Navy's Credentialing Program not only manages & funds for voluntary credentialing but also mandatory Information Assurance Workforce (IAWF) credentialing

Navy Personnel Exceeds National Pass Rate Average

No Limit to Location



179
Ships

73Subs

347Air
Squadrons/
Platforms

% Navy-Funded Exams Are For OCONUS And Deployable U

No Limit to Location

Sailors overseas, on afloat and air units, and isolated locations are attaining credentials

Overseas locations include:

- Forward Operating Base Shield, Baghdad al-Rusafa
- Naval Support Activity Bahrain Central Bahrain
- Commander U.S. Naval Forces Central Command
- Mobilization Accounting Ops Djibouti Africa
- Naval Station Guantanamo Bay Cuba
- Fleet Activities Chinhae Security Det
- Naval Region SW Asia
- Naval Base Guam
- Joint Military Facility Saint Mawgan UK
- Naval Station Pearl Harbor HI
- Naval Stations throughout Japan
- Camp Alamo – Afghanistan
- Navy Expeditionary Combat Forces
- Camp Doha, Kuwait
- Camp Lemonier, Djibouti, Africa
- Naval Station Rota Spain
- Naval Region Korea
- Naval Stations Naples, Gaeta, and Sigonella Italy
- U.S. European Command Stuttgart Germany
- Navy Information Operations Detachment Digby UK
- Expeditionary Combat Readiness Center Fwd Afghanistan

Frequently Asked Questions

Are we training Sailors to exit the Navy?

- Navy Training Management and Planning System (NTMPS) raw-data documents that, in the E4 - E9 pay grades, Sailors who completed a U.S. Military Apprenticeship Program (USMAP) had a 96% retention rate compared to those who did not participate in the program (56%)
- Similar statistics were found for major corporations (Ford, IBM, Microsoft, Coca-Cola, etc…); invest in the employee, and the return on investment will be: a more competent workforce, a more motivated workforce, and a workforce that is meeting its personal as well as professional goals
- Navy Credentialing is intended to be a workforce professionalization tool. It is not intended to be a recruitment, retention, or transition tool (but it is a clear side-benefit of the program).

Frequently Asked Questions

How can Navy COOL impact recruiting?

- Local Navy Recruiters were given a brief on Navy COOL
  - one local recruiting station reported that content on the Navy COOL web site directly contributed to 50% of their new contracts in a 3 month period.
  - Many recruiting stations are using Navy COOL as part of their Delayed Entry Program (DEP) retention strategy

How can Navy COOL impact transition?

- Navy COOL can be a great resource in researching U.S. Dept of Labor (DoL) recognized equivalent occupations to your rating, as well as preparing for eventually leaving the Navy by attaining credentials that will meet your employment goals.
- Navy COOL time-remaining-in-service waivers for those Sailors selected within the FY12 Quota-Based Enlisted Retention Board (ERB)

Future Enhancements

- Expanded analysis to help Sailors identify additional training in order to close the gaps between their Navy training and the industry certification
- Completion of Naval Officer COOL summary pages for every Designator
- Build COOL summary pages for all DON Civil Servant Series
- On-line Study Guides
- Larger Assortment of Downloadable Marketing Media (Posters, Fliers, Fact Sheet, Briefs)
- Continue to link with Learning and Development Roadmaps (LaDR)
- Continue to incorporate State licenses into Navy COOL (those with national or multi-state reciprocity)

xpanded Analysis / On-Line Study Guides / Media / Roadma

Industry Recognition
and program interaction

- Selected as an American Society for Training & Development (ASTD), OPTIMUS, Workforce Management, Training Top 125 (twice), and Human Capital Management for Defense (HMCD) award recipient.

- Credentialing staff has personally briefed over 35,000 Sailors, to include the recent World-Wide Education Symposium, each of the annual Navy Counselor Symposiums, and Council of College and Military Educators (CCME) .

- Integrated into Navy Recruiting training and field briefings etc.

- Collaboration with other Services and Agencies

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Questions ?